



# Summer Meals Newsletter

JULY 2015

**SUMMER IS FINALLY HERE...  
LET'S MAKE HUNGER DISAPPEAR!**

## The Site Finder is Up!

The Summer Meal Site Finder is up and running! FNS relies on sponsors to get the word out about this useful tool. You can help by encouraging local families to use the Site Finder to find free meal in their neighborhood. Please confirm the accuracy of your site information; questions maybe directed to your State agency.

To access the Site Finder, visit: <http://www.fns.usda.gov/summerfoodrocks>.

### **\*NEW!\* Summer Meal Yard Signs**

Check out the FNS Raise Awareness webpage to find free Summer Meal yard sign templates you can use to draw more kids to your sites!

<http://www.fns.usda.gov/sfsp/raise-awareness>

## Final Webinar for Summer 2015!

With summer in full swing, fall may seem like a long way away - but it's never too early to start planning for the transition to At-Risk Afterschool Meals! Mark your calendars for our upcoming webinar **Transitioning to After School Meals** on Wednesday, August 5th from 2:00-3:00 PM ET.

To register, please visit: [www.fns.usda.gov/sfsp/2015-summer-meals-webinars](http://www.fns.usda.gov/sfsp/2015-summer-meals-webinars).

**Missed an earlier event?  
Want to watch one again?**

Catch up on past webinars by visiting:  
[www.fns.usda.gov/sfsp/2015-summer-meals-recorded-webinars](http://www.fns.usda.gov/sfsp/2015-summer-meals-recorded-webinars).

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## Summer Champions: Elected Officials

Summer is the best time to turn elected officials into "Summer Meal Champions!" Sponsors can build Champions by inviting elected officials and other local leaders to join the kids for lunch.

**Before the Visit:** Schedules tend to fill up quickly, so contact your Senator, Representative, or Governor's office early! When reaching out, also make sure to include an overview of the Program - some elected officials may be new to Summer Meals.

**During the Visit:** Invite the official to make a statement to build support of the Program, and make sure to take lots of pictures! A site visit is a great "Photo Op" for all parties involved - just make sure the kids sign a media release form ahead of time!

**After the Visit:** Ask the elected official to share their experience in the news and on their websites. Sponsors, site supervisors, kids, and teens can share their experience, too!



For more ideas, check out this webinar from Share Our Strength! <http://bestpractices.nokidhungry.org/sites/default/files/resources/Engaging%20elected%20officials%20CBP%20Webinar.pdf>

## Summer Data Update

Targeted outreach has led to major site increases in hard-to-reach areas, around the nation moving us one step closer to reaching our goal of serving 200 million meals in 2015.

### Compared with Summer 2014:

*The number of summer sites at Bureau of Indian Education schools has increased by **127 percent**.*

*The percentage of public housing units serving as sites in rural and tribal areas has increased by **94 percent**.*

*The percentage of multifamily housing facilities serving as feeding sites in rural and tribal areas has risen **233 percent**.*

## Partnership of the Month: WIC

Like Summer Meals, the Women, Infants and Children (WIC) Program aims to safeguard the health and wellbeing of our nation's children. Nearly half of all children born in the U.S. benefit from WIC, making WIC clinics excellent places for Summer Meal outreach and promotion.



There are many ways for WIC clinics to partner with Summer Meal sponsors, including:

- Writing “prescriptions” to refer kids to nearby sites.
- Hosting a site at the clinic or at a nearby park.
- Posting flyers in the clinic waiting room
- Providing nutrition education lessons or other activities.

For more ideas, check out the Partnering with WIC Toolkit Page: <http://www.fns.usda.gov/sites/default/files/sfsp/SMT-WIC.pdf>

## \*NEW!\* SFSP Mid Summer Capacity Builder

Sponsors know that the middle of the summer can be a challenging time for the Summer Meals Program. Summer schools across the country close their doors in July, meaning the closure of thousands of sites located at these schools.

FNS has a new mapping tool available for sponsors working to close the summer meal gap. **The SFSP Mid Summer Capacity Builder** allows sponsors and their partners to overlay closing sites with census-eligible areas to find gaps in service in July. Once the eligible area is determined, sponsors can identify where new sites are needed and find partners to open potential new sites. Sponsors can then reach out to the respective “point person” at the new site (e.g. inviting the head of the State library association to open new library sites.)

When reaching out to a new site, sponsors should emphasize the need to keep eligible children fed throughout the summer, and the important role the organization can play in filling the gap left by the closure of summer schools.

To access the Mid Summer Capacity Builder, please visit: <http://arcg.is/1dbw7qW>

